

XIV INTERNATIONAL FORUM OF INNOVATION IN EXECUTIVE ASSISTANCE

September 26 and 27 | Royal Palm Hall | Campinas - SP



www.fisec2026.com

ABOUT

FISEC – International Forum for Innovation in Executive Assistance – is the largest executive secretarial event in Latin America and its main objective is to be the bridge between secretarial professionals in Brazil and the world with the best practices and market trends.

This revolutionary event was conceived by the Pepitas Secretaries Club, a large community that brings together +20 thousand secretarial professionals from all over Brazil and the world.

In 2025, the hybrid event was attended by + 1300 Executive Assistance professionals, 51 countries from 5 continents and 27 Brazilian states. We are very happy with the results achieved and the positive impact of the quality of the national and international content that we deliver with mastery.

In 2026 FISEC will take place in the largest and most advanced convention center in Latin America - the grandiose Royal Palm Hall, Campinas, SP, on September 26 and 27, located just 15 minutes by car from Viracopos International Airport.



FISEC TRIAD 2026



The Essence: Take the lead and anticipate trends. The Executive Assistance profession is now a strategic partner of senior management, actively participating in decisions and contributing to the organization's results.

The Impact: By developing forward-thinking and influence, you position yourself as a key player in leadership and business strategy.



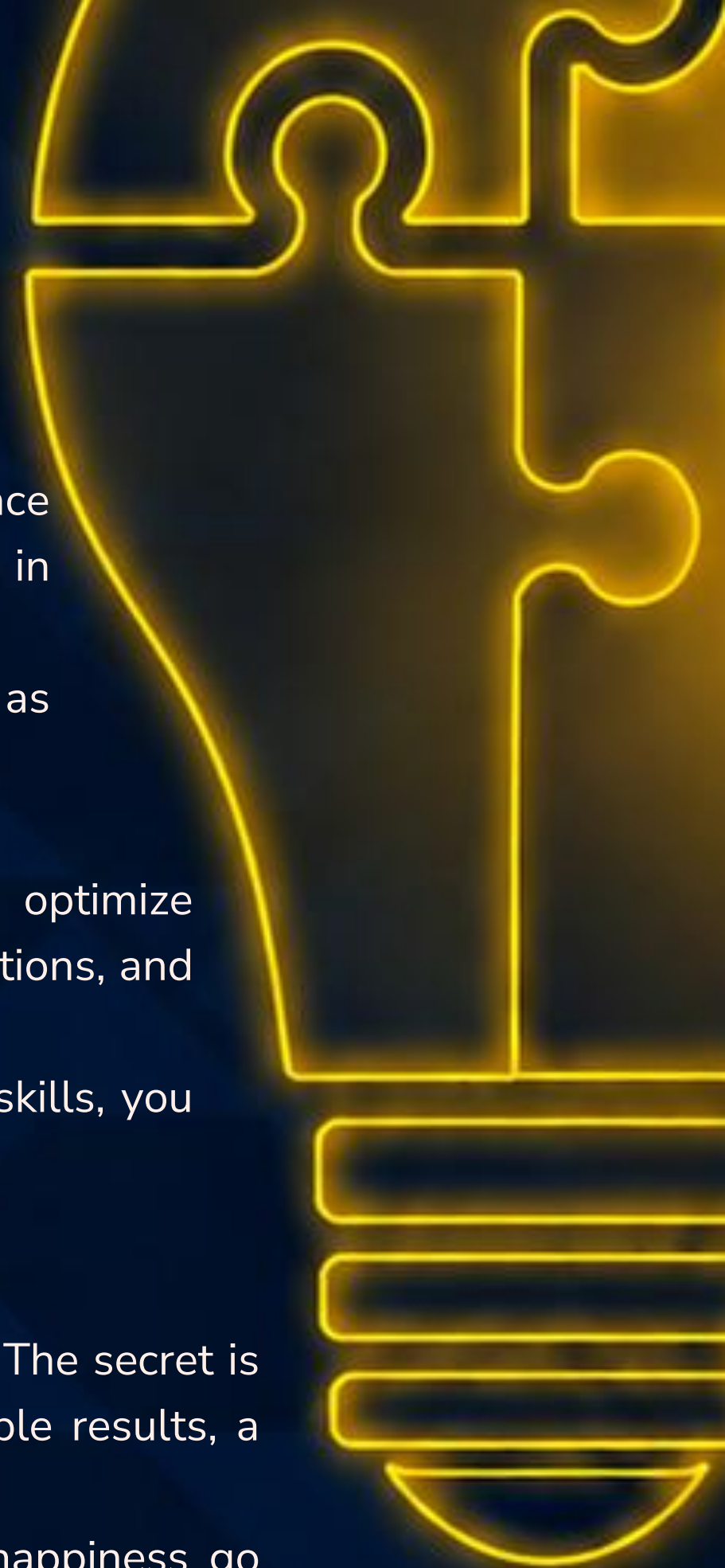
The Essence: We combine innovation and sensitivity. Technology is an ally to optimize processes and free up time for what only humans can do: mediate, create connections, and add value with empathy and creativity.

The Impact: With the mastery of digital tools and the mastery of interpersonal skills, you build solid and synergistic partnerships and humanize the corporate environment.



The Essence: High performance only makes sense with balance and well-being. The secret is to manage energy, cultivate lightness and act with purpose, ensuring sustainable results, a brilliant career and a full life."

The Impact: You build a trajectory where professional success and personal happiness go together, leaving a legacy of vitality, fullness and extraordinary achievement."



RETROSPECTIVE



+ 1300
participants



+ 30
Partners



17
Speakers



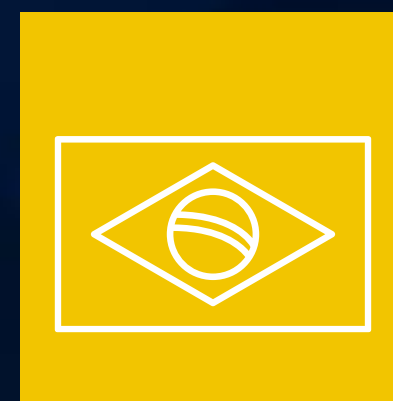
14
hours of content



51
Countries



5
Continents



27
Brazilian states

WHY PARTICIPATE?

WHAT WILL I HAVE
ACCESS TO

THE EVENT WILL CONSIST OF:



Lectures, FISEC Talks and Interviews with National and International Speakers



Panels and experiences focused on Futurism and Active Leadership, Technological and Human Mastery and Purpose, Plenitude and Performance. Trends, transformations and new practices of the future of Executive Assistance



Inspiring stories, challenges and success stories with authorities in Executive Assistance and Leaders



Lots of networking with professionals from Brazil and the world

WHO IS IT FOR?

> **Secretarial Professionals**

who want to become a reference in the field of action;

> **Secretarial Students**

who wants to live a unique experience at the largest Executive Assistance event in Latin America;

> **Professionals in relocation**

who seeks learning and guidance to return to the job market;

> **Entrepreneurial Secretaries**

who wants to develop their self-knowledge to boost the growth of their projects;

> **Secretarial Teachers**

with a desire to update their knowledge by learning new content and trends in the world of Executive Assistance.



FISEC EXPERIENCE

CLAIM YOUR SPOT

At FISEC 2026, you will learn from the biggest names in the national and international market the essential skills for the new times, transformations and new practices of the new era of Executive Assistance.

YOU WILL RECEIVE AND EXPERIENCE:

- 2 days of lectures, panels, FISEC Talks and interviews
- Networking with secretarial professionals from all over the world
- National and international content about the world of Executive Assistance
- Direct contact with partners and exhibitors
- Certificate of participation



CONFIRMED SPEAKERS



CONFIRMED

The Strategist Behind Influence: Michelle Obama's right-hand man.

Who guarantees perfection when the whole world is watching? Chynna Clayton is the answer. With an elite trajectory spanning the White House and The Walt Disney Company, Chynna has become the embodiment of strategic excellence.

As a "Body-woman" to former First Lady Michelle Obama, and later as the Obama family's Director of Travel and Event Operations, she mastered the art of orchestrating the behind-the-scenes of global power with unwavering precision.

An expert in leadership under pressure and operational meticulousness, from her origins in Liberty City to her prominence in the Netflix documentary "Becoming," Chynna proves that a strategic belief is the heart of great power.

CHYNNA CLAYTON



Chynna-clayton

INTERNATIONAL KEYNOTE



CONFIRMED

CEO of the JP Institute | TEDx Speaker | Speaker | Consultant and Mentor

The Science of Human Development for High Performance.

Passionate about leading people to their best version, Jean Patrick is one of the most complete references in the current corporate market. With a solid track record of more than 23 years, he combines unparalleled charisma with a rigorous technical background to transform mental patterns and generate extraordinary results.

As CEO of the JP Institute, Jean has already impacted thousands of professionals and carries more than 12,000 hours of mentoring and coaching sessions on his journey. His approach is differentiated by the use of scientifically based tools, promoting the resignification of beliefs and real behavior change in high-stress environments.

JEAN PATRICK



Institutojp-jean-patrick

SPEAKER



CONFIRMED

Co-founder of BeNice & CEO of "O Trampo é Seu"

Leadership and Culture: Consultant specialized in transforming organizational culture and increasing engagement through conscious leadership.

Applied Science: Uses Neuroscience applied to leadership and psychological safety to generate sustainable performance.

Social Impact: CEO of "O Trampo é Seu", an initiative that connects talents from vulnerable communities to the inclusive corporate market.

Counselor and Mentor: She works as an Advisor to organizations with high social impact, such as Gerando Falcões and Instituto Recomeçar.

Institutional Trajectory: Former Director of ABRH and executive mentor with extensive background on what really moves people and brands.

SANDRA GIOFFI



Sandra-gioffi

SPEAKER



CONFIRMED

Futuristic | Best-Selling Author of the book "The Professional of the Future" | Visiting Professor at Singularity University

Trajectory in Tech Giants: Two decades of solid experience leading high-performance teams in corporations that shape our digital age, such as Google, LinkedIn and TikTok.

Global Vision and AI: Partner at the American Artificial Intelligence consultancy Signal & Cipher, working directly at the strategic frontier of corporate innovation.

Academic Reference: Guest professor at the prestigious Singularity University, being one of the country's leading experts in mapping the skills of tomorrow (Future of Work).

Audience Phenomenon: High-impact speaker (including landmark presentations in TEDx format), recognized for her ability to connect new technologies to essential human skills.

MICHELLE SCHNEIDER



MTSCHNEIDER

SPEAKER



CONFIRMED

Visionary Leader and LinkedIn Top Voice

Carolina Dostal is a visionary leader in Thought Leadership, recognized as a LinkedIn Top Voice and an expert in transforming knowledge into strategic influence. Founder of Oitenta In and former director of ABRH-SP, she has guided more than a thousand executives and C-Levels in building high-authority positions in the digital environment.

Her performance uniquely unites corporate governance, innovation, and social impact. Carolina works as a mentor, angel investor and advisor to the Brazil Digital for All Institute, where she leads initiatives focused on digital inclusion and strengthening female protagonism in business.

With a trajectory of global reach, his lectures have already impacted large audiences in the United States, Europe and Mexico. In the publishing market, she consolidated her leadership as co-author of the works "Mentors and their inspiring stories", "Rise and Raise Others" (published in English) and "The Counselors", in addition to coordinating the book "Protagonists" vol. 2.

CAROLINA DOSTAL



[specialistLinkedIn](#)

SPEAKER



CONFIRMED

Female Leadership Specialist | TEDx Speaker | Co-founder of Escola de Você

Natália Leite is one of the most powerful and inspiring voices in the country when it comes to the development, autonomy, and protagonism of women in the business ecosystem. Combining scientific rigor, high performance and lightness, her mission is to unlock the potential of female leaders and eliminate the invisible barriers that limit brilliant careers.

Her trajectory is marked by an extraordinary career transition. After years of prominence as a TV reporter (with remarkable passages at Record TV, covering the national factual and signing international special reports on Jornal da Record and Domingo Espetacular), Natália decided to exchange microphones for classrooms, mentorships and large stages, dedicating herself fully to strengthening the female universe.

She is co-founder of Escola de Você, a pioneering online course platform focused on women's autonomy and leadership that has been impacting the market for over a decade, in addition to having served as co-founder of Sonata Brasil and Head of Community at Conquer Unna.

NATALIA MILK



[nataliaescoladevoce](#)

SPEAKER



CONFIRMED

CCO - Accenture Song LATAM | LinkedIn Top Voice | Keynote Speaker at Global Events

With almost 20 years of consecrated career in large advertising agencies, including 7 years as Executive Creative Director at the renowned Africa marketing agency, Eco Moliterno held since 2017, the chair of Chief Creative Officer (CCO) of Accenture Song for all of Latin America.

Reference in Creativity: Listed by the prestigious WIRED magazine as one of the "50 Names that are Expanding Creativity in Brazil".

Caboré Award: Consecrated as the Creative Professional of the Year, the most prestigious honor in the national advertising market.

Influence & Opinion Leader: Elected one of the most influential advertisers in Brazil, one of the most influential Brazilians on the internet, and one of the first LinkedIn Top Voices in the country.

Admired by the Market: Recognized as one of the 3 most admired advertisers by marketers, according to the global Agency Scope study.

International Seal: Awarded and juror at the world's leading creative festivals, including twice as an official juror at the prestigious Cannes Film Festival.

ECO MOLITERNO



[ecomoliterno](#)

SPEAKER



CONFIRMED

Director of Journalism and anchor of BandNews FM | Founding partner and host of Conexão Viagem | Radio and TV Presenter | Speaker.

With a brilliant career of 24 years of experience, Sheila is not only a remarkable voice that Brazilians hear daily; She is a very high-performance executive.

- **Executive of the Year:** Two-time winner of the prestigious Comunique-se Award as "Media Executive".
- **Female Leadership at the Top:** Five times elected in the Woman Press Trophy (2013, 2015, 2017, 2022 and 2023), an absolute seal of her relevance and consistency.
- **Grandes Bancadas:** Anchor of radio and TV news programs for two decades, he has shared the microphone with giants such as Ricardo Boechat, Boris Casoy and Marcelo Tas. Currently, he commands the mornings of BandNews FM and accumulates remarkable passages for BandNews TV and Jornal da Band.
- **International Presence:** She served as a correspondent in Germany during the World Cup and worked in Bonn and Berlin for the international giant Deutsche Welle.
- **Entrepreneurial Mind:** In constant reinvention, she recently founded the multimedia ecosystem Conexão Viagem, acting as a strategist, creative, and host of an innovative platform focused on experiential tourism.

SHEILA MAGALHÃES



Sheilamagalhães

SPEAKER



CONFIRMED

Founder Industry4Her | VP e Chairwoman VDI-Brasil | Managing Director
Accenture Supply Chain & Engineering

Renate Fuchs is one of the main leaders in innovation, artificial intelligence, robotics, and business transformation in Latin America.

A Production Engineer trained in Germany, Renate has built an international career working on projects in Brazil, Germany, Argentina, Spain, the United States, and other Latin American countries. She is currently Managing Director of Accenture, in the Supply Chain & Engineering area, supporting large organizations in the adoption of new technologies and the transformation of their business.

With more than 120 projects carried out throughout her career, Renate combines technical knowledge with a practical view of leadership, innovation, and the impact of technology on the day-to-day life of companies.

In addition to her executive performance, she is Vice-President of VDI Brasil (Association of Engineers Brazil-Germany) and guest professor at Singularity Brasil, where she addresses topics such as robotics and artificial intelligence.

Highlights of the trajectory:

- More than 120 projects developed in different countries and sectors of the economy.
- International experience, leading transformation initiatives for large companies in Latin America, Europe, and the United States.
- First woman to occupy the Vice-Presidency of VDI Brazil.
- Founder of Industry4Her, an initiative that has already contributed to the training of more than 800 women in Industry 4.0 technologies and Artificial Intelligence.

RENATE FUCHS



[Renate-Fuchs](#)

SPEAKER



CONFIRMED

Executive Assessor, Family & Office Manager @ FIAP | People Management & ESG Champion & Make a Wish Volunteer.

To mediate one of the most strategic and awaited debates of our forum, we are honored to announce a professional with a simply spectacular background: Vânia Cagnassi!

She will take the stage to lead the panel that explores the perfect balance between Artificial Intelligence and the human factor — two areas she masters like no one else.

A Global and Multidisciplinary Trajectory

With more than 30 years of experience, Vania has built a brilliant career that transits through the corporate and elite educational universe.

His high-performance journey includes stints at organizations that are world references such as LinkedIn, Fortis Games, Accenture, and FIAP, working with mastery in:

- C-Level Executive assessor & Family Office
- Workplace Operations & Office Management
- HR Operations (Human Resources)

Her solid background in Social Communication, added to her specialization from FEA-USP and specialization in Artificial Intelligence for Business from FIAP, accredits her as one of the most strategic and prepared voices in the market to moderate this panel that combines cutting-edge technology, business vision, innovation, and human development.

VÂNIA CAGNASSI



[vaniacagnassi](#)

MODERATOR



AGENDA

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SCHEDULE

26 September | Saturday

07:45-08:45	Credential & Welcome Network	13:00-14:30	Gastronomic Lunch & Expo Experience
09:00-09:20	Official opening of FISEC 2026	14:30-15:00	Lecture: Mindset and Performance - JEAN PATRICK
09:20-09:40	Opening lecture: ECO MOLITERNO	15:00-16:00	FUTURISM AND ACTIVE LEADERSHIP PANEL: Presenter and Moderator: SHEILLA MAGALHÃES & Special Guests
09:40-10:00	FISEC Talk: RENATE FUCHS	16:00-16:40	Coffee Break & Expo Network
10:00-10:20	Carolina Dostal	16:40-17:40	Keynote Lecture: THE PROFESSIONAL OF THE FUTURE: MICHELLE SCHNEIDER
10:20-11:10	Coffee Break & Expo Network	17:40-18:00	Closing of Day 1
11:10-11:50	TECHNOLOGICAL AND HUMAN MASTERY PANEL : Carolina Dostal - Renate Fuchs - Eco Moliterno	18:00-20:00	CELEBRATION: Secretarial Professional Day - DJ THIAGO CARRERA
12:00-13:00	Internation interview Keynote Speaker: CHYNNA CLAYTON		

SCHEDULE

27 September | Sunday

08:00-08:45	Credential & Network
09:00-09:30	EXPERIENCE OF OPENNESS AND INTEGRATION
09:30-10:20	KEYNOTE LECTURE: NATALIA LEITE
10:20-11:00	Coffee Break & Expo Final Tour
11:00-11:20	FISEC TALK: SANDRA GIOFFI
11:20-12:20	PURPOSE, FULLNESS AND PERFORMANCE PANEL
12:20-13:00	GRAND FINALE: Closing Ceremony, Sweepstakes & Final Inspiration

ACCESS THE QR CODE AND CHECK OUT EVERYTHING ABOUT FISEC 2026



REALIZATION



www.fisec2026.com



FISEC 2026 REGISTRATION CENTER

✉ fisec2026@pepitaconsultoria.com